

CLAIMS

1. A transmission apparatus comprising:

5 a license obtainment unit operable to obtain second license data that permits reproduction of a second content linked from a first content;

a multiplexed data generation unit operable to generate multiplexed data by multiplexing the obtained second license data on the first content; and

10 a transmission unit operable to transmit the generated multiplexed data to a content reproduction apparatus by streaming for a predetermined period of time.

2. The transmission apparatus according to Claim 1,

15 wherein said transmission unit is further operable to transmit multiplexed data generated by multiplexing second license data on the first content, the second license data permitting longer reproduction of the second content as an elapsed time from a start of the transmission of the multiplexed data including the first content becomes longer.

3. The transmission apparatus according to Claim 1,

wherein a third content is further linked from the first content, and

25 said transmission unit is operable to transmit multiplexed data generated by sequentially multiplexing for predetermined periods of time, on the first content, the second license data that permits reproduction of the second content and third license data that permits reproduction of the third content.

4. The transmission apparatus according to Claim 3,

wherein in the case where the content reproduction apparatus

is permitted to store license data, said transmission unit is operable to transmit the multiplexed data including a flag indicating prohibition of storing two or more license data of contents linked from a same content.

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5. A content reproduction apparatus that is capable of switching reproduction of a content from a streaming content which is currently being reproduced to a storage content linked from the streaming content, said apparatus comprising:

10 a receiving unit operable to receive multiplexed data generated by multiplexing, for a predetermined period of time, second license data that permits reproduction of a second content on a first content, the first content being a streaming content and the second content being a storage content;

15 an extracting unit operable to extract the second license data and the first content from the received multiplexed data;

a content obtainment unit operable to obtain the second content whose reproduction is permitted by the extracted second license data; and

20 a reproduction unit operable to reproduce the extracted first content, and then reproduce the obtained second content based on the second license data by switching the reproduction from the first content to the second content when the second content is obtained.

25 6. The content reproduction apparatus according to Claim 5, further comprising

a content storage unit operable to previously store a storage content,

30 wherein said content obtainment unit is operable to obtain the second content from said content storage unit in the case where the second content is stored in said content storage unit, while obtains the second content from a server via a communication network in

the case where the second content is not stored in said content storage unit.

7. The content reproduction apparatus according to Claim 5,
5 wherein a third content is linked from the first content,
said receiving unit is further operable to receive multiplexed data (i) which is generated by sequentially multiplexing for predetermined periods of time, on the first content, the second license data that permits reproduction of the second content and
10 third license data that permits reproduction of the third content, and
(ii) which includes a flag indicating prohibition of storing two or more license data multiplexed on one content,

said content reproduction apparatus further comprises:
a license storage unit operable to store only extracted latest
15 license data according to the flag; and

a switching instruction acceptance unit operable to accept an input of a user's instruction to switch reproduction from the first content to another content, and

said content obtainment unit is operable to obtain the second
20 content or the third content whose reproduction is permitted by license data stored in said license storage unit when the user's instruction is accepted.

8. The content reproduction apparatus according to Claim 5,
25 wherein a third content is linked from the first content,
said receiving unit is further operable to receive multiplexed data which is generated by sequentially multiplexing for predetermined periods of time, on the first content, the second license data that permits reproduction of the second content and
30 third license data that permits reproduction of the third content,
said content reproduction apparatus further comprises
a switching instruction acceptance unit operable to accept an

input of a user's instruction to switch reproduction from the first content to another content, and

5 said content obtainment unit is operable to obtain the second content or the third content whose reproduction is permitted by the second license data or the third license data extracted when the user's instruction is accepted.

9. A content and license distribution system comprising a transmission apparatus and a content reproduction apparatus,

10 wherein said transmission apparatus includes:

 a license obtainment unit operable to obtain second license data that permits reproduction of a second content linked from a first content;

15 a multiplexed data generation unit operable to generate multiplexed data by multiplexing the obtained second license data on the first content; and

 a transmission unit operable to transmit the generated multiplexed data to said content reproduction apparatus by streaming for a predetermined period of time, and

20 said content reproduction apparatus includes:

 a receiving unit operable to receive, from said transmission apparatus, the multiplexed data generated by multiplexing the second license data on the first content, within the predetermined period of time;

25 an extracting unit operable to extract the second license data and the first content from the received multiplexed data;

 a content obtainment unit operable to obtain the second content whose reproduction is permitted by the extracted second license data; and

30 a reproduction unit operable to reproduce the extracted first content, and then reproduce the obtained second content based on the second license data by switching the reproduction from the first

content to the second content when the second content is obtained.

10. A transmission method comprising:

obtaining second license data that permits reproduction of a
5 second content linked from a first content;

generating multiplexed data by multiplexing the obtained
second license data on the first content; and

transmitting the generated multiplexed data to a content
reproduction apparatus by streaming for a predetermined period of
10 time.

11. A content reproduction method in which reproduction of a
content can be switched from a streaming content which is currently
being reproduced to a storage content linked from the streaming
15 content, said method comprising:

receiving multiplexed data generated by multiplexing, for a
predetermined period of time, second license data that permits
reproduction of a second content on a first content, the first content
being a streaming content and the second content being a storage
20 content;

extracting the second license data and the first content from
the received multiplexed data;

obtaining the second content whose reproduction is permitted
by the extracted second license data; and

25 reproducing the extracted first content, and then reproducing
the obtained second content based on the second license data by
switching the reproduction from the first content to the second
content when the second content is obtained.

30 12. A program for a transmission apparatus, said program
causing a computer to execute:

obtaining second license data that permits reproduction of a

second content linked from a first content;

generating multiplexed data by multiplexing the obtained second license data on the first content; and

transmitting the generated multiplexed data to a content reproduction apparatus by streaming for a predetermined period of time.

13. A program for a content reproduction apparatus that is capable of switching reproduction of a content from a streaming content which is currently being reproduced to a storage content linked from the streaming content, said program causing a computer to execute:

receiving multiplexed data generated by multiplexing, for a predetermined period of time, second license data that permits reproduction of a second content on a first content, the first content being a streaming content and the second content being a storage content;

extracting the second license data and the first content from the received multiplexed data;

obtaining the second content whose reproduction is permitted by the extracted second license data; and

reproducing the extracted first content, and then reproducing the obtained second content based on the second license data by switching the reproduction from the first content to the second content when the second content is obtained.

14. A computer-readable recording medium on which a program is recorded, said program causing a computer to execute:

obtaining second license data that permits reproduction of a second content linked from a first content;

generating multiplexed data by multiplexing the obtained second license data on the first content; and

transmitting the generated multiplexed data to a content reproduction apparatus by streaming for a predetermined period of time.

- 5 15. A computer-readable recording medium on which a program is recorded, said program causing a computer to execute:

receiving multiplexed data generated by multiplexing, for a predetermined period of time, second license data that permits reproduction of a second content on a first content, the first content
10 being a streaming content and the second content being a storage content;

extracting the second license data and the first content from the received multiplexed data;

obtaining the second content whose reproduction is permitted
15 by the extracted second license data; and

reproducing the extracted first content, and then reproducing the obtained second content based on the second license data by switching the reproduction from the first content to the second content when the second content is obtained.

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